

Feedback Exercise – User pilot of REROUTE site

Here is my feedback

Overall, I had a lot of fun navigating around this site. I explored various options on the different pages. The functionality was fault-free and smooth, and the speed was great!!

Below are comments including strengths of the project design, a few areas of improvement, and some ideas on future additions if you were to create a Version2.0!

Landing Page (also the main Routes page)

Landing page looks slick and clean – the map display is large and very clear

Credits value at the top of the screen shows current balance – when you begin it states '0', cueing you to click on Billing option in the menu on the left side

- One option is to add a notice to prompt the user to 'Add more credits on the Billing page' if there credit value is 0, or less than 10 (the minimum charge for a route)

Billing Page

Billing page layout is easy to scan. The payment options are clear. From a marketing perspective you are drawn to the Credit Bonus and Discount values shown for the 450 credit, 800 credit and 3500 credit options

The credit usage guide outline the three charges that apply. This helps you understand how much use you will get out of your credit package

- One idea is to clarify what is meant by 'Standard complexity' for a route. Based upon the explanation for 'Complex Routes', which states 'Routes with more than 1 river', I assume standard complexity could be explained using similar wording, such as inserting 'Routes with only 1 driver'.

Routes Page

After acquiring my credits, I returned to the Routes main page. The open entry field accepts your address and very quickly provides a dropdown of potential address matches as you type, which you then select. You continue to enter addresses depending on how many are included in your route

- One helpful message could be to add instructions on this page that explicitly states 'Add a minimum of two address to create your route. You may enter more if your route involves

more destinations Click add location ', or something like this. It makes sense to continue adding addresses in the open field, but a message to cue you will help the user.

Continuing on the Routes page – I entered and saved two locations. It could only apply 1 driver, and the explanation why (number of stops) made sense.

- I selected Route options 'Avoid Highways' and 'Return Home'
- I selected Optimize Route
- The display showed a clear blue line for my route, which appeared like a loop. I clicked on Route Directions for Driver 1 (only 1 driver applied to my route)
- The sequence of driving instructions took me to my destination (Brock University); the route there and back were different
- I tested the 'Export to Google Maps' – it opened in Maps
 - o One idea would be to add a "copied" pop-up message for the 'Copy URL' option to let me know clicking on this tab worked, and my copy was successful.
 - o Here is the URL for me to paste
<https://www.google.com/maps/dir/?api=1&origin=Dustan%20St%2C%20Lincoln%2C%20ON%20L0R%202E0%2C%20Canada&destination=Dustan%20St%2C%20Lincoln%2C%20ON%20L0R%202E0%2C%20Canada&waypoints=1812%20Sir%20Isaac%20Brock%20Way%2C%20St.%20Catharines%2C%20ON%20L2S%203A1%2C%20Canada&travelmode=driving&avoid=highways>
- I closed the window and returned to the Routes page
- I decided to add another destination – the Walmart on 4th Ave in St. Catharines. I typed in this address, which was actually wrong, but the auto-populate worked perfectly, feeding me the same store that is actually on Vansickle Road.
 - o This is a really good feature as I knew the area of the address but not the exact address of the Walmart. The tool found me the right address regardless. Nice!
- I decided to add another driver
- The revised route adjusted for the extra destination, and created Drive 2, added to Driver 1, with each route segment looping together

I looked for a way to save the route – I hovered my mouse over the icon at the top (floppy disc) and it showed 'save route' – I chose this and was prompted to name my route; informed what it would cost (10 credits); and clicked the final save route button

- One possibility is to make the save option on the route page larger and located closer to where the route information is listed. This may be easier for the user to see; I would keep the small save icon at the top as well. Two places are better than one.

Load Page

Overall the 'Load Routes' page function includes clear instructions and functions well.

- One idea is to rename this page to 'Saved Routes' in the main menu on the left side. The 'Load' term makes sense from a technical side (you load the route you want to keep); but the 'Saved Route' is a little more user-friendly because it is intuitive.

- Either way, I found what I needed and most importantly – my route was saved. It would have been a pain to lose my entry with the destinations and two driver selections

When I entered and saved my second route (it was a far longer distance) I thought afterwards, that I may want to add an extra stop. The 'Create a New Route' button on the Load page is very convenient and function perfectly by going back to the routes page that I was familiar with.

- A future Version 2.0 could offer the option to 'Edit' a route on the 'Load' page; it could be placed beside the 'Trash' button alongside each route
- It is always possible to re-enter the route and add the destination (through the 'Create New route' button on the page and noted above), but an 'Edit', or even a 'Copy' with an Edit option, might be faster.

Vehicles Page

The 'Vehicles' page is interesting. Adding vehicle isn't normally something you see on a routes or maps page. One clarification is where do I integrate vehicle information into my routes?

- I think this feature has LOTS of potential – for example:
 - o Could I return to a saved route and add a different vehicle and driver?
 - o Could the Vehicle choice auto-populate, similar to the address entry field, with the Year, Make and Model?
 - o Then – could it pull care mileage ratings to calculate how much gas my Route would use for that specific vehicle? This would be really cool when planning a long trip and pricing out the cost for gas!

Help Page ** new idea **

Just something to consider – a nice feature for your user but not necessary:

- There are times when a clarification might help. For example, just to confirm I did my 'Add Location' task properly.
- In the event other questions arise, adding a 'Help' option on the left hand side menu is a user-friendly feature. It could open to a page with user-manual content. You can scan and find the part that applies to what you need.